

A method and system for seeding a search system for searching for multimedia and streaming media (m/s media) related data, includes providing m/s related metadata as a seed. An initial search term is provided to the search system (e.g., search engine) to search for m/s related data. The search results are parsed to identify m/s media related metadata. The parsed m/s related metadata is provided as a new search term to the search system. This process is repeated to expand the scope of the search. Results are available to search systems and end users.